

G. R. S. IX-5]

Previous references.

Eden 662-09-24
 '19-14-83.

191 S.

(Eden)

Later references.

File No. 2-15-

Serial Nos. 65, 69, 149,
 158 A, 162, 165, 166,
 169, 172-176.

GENERAL AND REVENUE SECRETARIAT.

P
 Serial Nos.

Part B for February 19

SUBJECT.

Application of Mr. R. V. Iyengar for a State Scholarship to study for a degree in Business Management in America and to return for the introduction of 'Advertising and Salesmen ship' in the Commercial Subjects.

G.O. no 8033-4 of 25. 29.19

No. 28 of Eden
 '19 say to the Committee

Regarding the resolution of the Managing Committee of the Commercial School, Bangalore stating that the course recommended need not be opened at present

24/2/19
 19/6/19

GENERAL AND REVENUE SECRETARIAT.

(*Order*)

NOTES.

File No. 2-15

FILE HEADING.

Foreign Scholarships.

From

No.		Dated		Received	
Diary No.		Enclos.	Spare Copies.		Serial No.

BRIEF ABSTRACT OF LETTER.

NOTES AND ORDERS.

ISSUE & SUBMIT:
for FURTHER ACTION

REPLY.

(To be written on this margin.)

Office of the Dewan of Mysore.

NOTE.

Dated...31st...December.....1915 .

Application dated the 25th December 1915 from Mr. R. V. Kaikini, Ajmer, asking for a State Scholarship to study "Advertising and Business Management" in America.

=====

Forwarded to the Secretary,

- (1) E. & A., for favour of sending a polite reply. If possible, we must get one of our own men trained in this branch of commercial education.

31-12-15.

The Secretary,
E. & A.,

Per V?

2. *Per V?*

3/1

*Recd
7/1
2*

3. *EA*
Draft up and.

*2/1 8/1
7-1-16*

4. *name of person who will be in charge of the work*
con his visit to the State
for study with
Mr. 2
1/1
8/1

2389

3 4

G.R.S. 13]

Routine Notes.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

Issued -- To Mr RV Kaikini.
No. 3326 of 11.1.16.

Subd. for further action
as per Dewar's order, - with refer
to page 4.

24/1 [It is a pity that the original
letter has been sent by mistake
to the Pet. with the Encl.]. The
Dewar's order is that we must
set up of our own men trained
in "Advertisement & Business
Management".

The matter may be referred to the
Economic Empowerment Office for
further action.

8/1
12.1.16

I think the Minister
& Commercial Committee &
the 19/1/16
may be consulted in
the matter of training
our own men.
Attn: Draft

Recd
15/1

Draft return

24/1. 8/1
18/1/16

12/1

N.B.—Should routine notes be written on small slips,
the notes must be copied, or slips pasted on
this form.

GPB-50,000-5-8-16

10 9 Draft return
The draft up
in kind further action
by the Act. Secy. Why not
into an experience of the same

5

2389

G.R.S. 18]

84

Routine Notes.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

I very much appreciate
this style of correspondence

19/1/11

"Out at a body draft
as received 16/1/11

EL 17/1/11
Tidy copy put up.

It is a point for consideration as to
whether a letter ^{similar} or similar should
not be sent to D.G. Venn.

29/1/11 (1) Draft for approval.

(2) I think we may wait for
the Committee's opinion
before answering the 24/1/11
B.D.

18/1/11
14 Drafting in app

N.B.—Should routine notes be written on small slips,
the notes must be copied, or slips pasted on
this form.

GPB-50,000-5-8-15

2nd number 20/1/11

15/1/11
21/1/11
21/1/11

Serial
No.

69

Letter N^o 3560 dated 26th Jan'y
1916 to the Secretary D+C Com mittee —

Requests him to submit
a scheme for training one or two
men in "Advertising & Business
management".

Letter N^o 327 dated 12th July
1916 from the Secy D+C Com mittee
stating that the subject was referred
to the Sub Com mittee for training people
in crafts and industries & that the
report of that Committee has been
sent up for orders.

17 The Sub Com mittee's report
referred to ~~is~~ is in the limited file.
That report does not appear to deal
with this question. 18 The Committee

Subd have not looked upon
this report at all. My
attention of the Sub Com
mittee he invited to this report
& he be reported to form part with
his separate recommendations of
the Committee. Secretary

Secy

ISSUE & SUBMIT.
1915-16

Serial
No.

149

21 Dfl-putup ^{Wme by}
Dr 19/7/16 ^W

Letter No 710 of 20th July 1916 to the Secretary Edⁿ Com in the - Points out that the Sub Committee's report does not ~~rest~~ upon the subject under refer - requests him to favour Govt with the definite recommendations of the Committee in the matter.

Letter No 742 of 24th Aug 1916 from the Secretary D & C Com in the forwarding in reply an extract from the proceedings of the 4th meeting ~~held~~ of the Committee held on 29th July 1916 on the subject.

23 Subd - The Committee is of ^{Dr} opinion that this is a 15-9-16 course for study by a student of Commerce which it is found to be taught in the Commercial School, Bangalore

15/9

24 For information & order of money for the ~~restitution~~ of one of the students in the light of the ~~demands~~ order

Leg

15/9

Serial
No.

25 Please let me know what the
course in the Commercial School
is ?

for
18/11/10 by
18/11

26 "Business practice & methods"
is one of the subjects intended
to be taught in the Secondary Com-
mercial Education Course - vide
page 10 of the order of May 1913 -
but this does not find a place
in the subjects sanctioned for study
in the Commercial School. Bangalore
vide f.v. N. 665-10/12-17-16-827 10/8/10
only ordinary Correspondence Book-
keeping are included.

10/11/10

for

28/11/10 D.O.

by
18/11

27 Please ask the
Key Com Committee
to speak to me
about this

for
20/11/10

28 D.O. (Draft) put
by

NOTE—Contn. sheet.

To. no (D.O) 2426 dated the 23rd Sept. 1910 .

Requesting the Secretary, Education Committee to see the
Secy. Ex. to discuss the question.

General and Revenue
Secretariat.

File No. 2-15 of 191 .

Serial
No.

Letter no. 2213, dated the 8th Dec 1916
from the Secretary, Education Committee, forward-
ing draft Syllabuses for advertising and
Salesmanship.

31 The Syllabuses are for the Inter-
mediate and the Higher grades as the Subject
cannot be introduced into the Elementary
Grade of Commercial Courses according to the
opinion of the Sec. Education Committee.

32 It is a matter for orders if the opinion
of the L.G.E. may not be obtained regarding the
question.

Sub-Orders. 33 Put up drafts

8/11 12/12/16

11/12
15/12

34 Draft subd.

8/11 16/12/16

35 For app^l personal before issue
18.12.16

To no. 4977/2-15-165 dated the 26th Dec. 1916.

—Forwarding to the L.G.E. Copy of Syllabuses for
Advertising and Salesmanship, received from the

G. R. S. III-2]

General and Revenue
Secretariat.

File No. 2-15 of 191 ..

Serial
No.

Secretary, Education Committee and calling for his
opinion on the subject.

166.

Letter (D.O) no. 2692 dated the 4th Jan. 1917
from the Secretary, Education Committee, proposing
that a class for teaching 'Advertisement and Salesman-
ship' may be opened in the Goul Commercial School,
as an add hand, Mr. Sri Kanchiah, has now been
appointed.

38 The opinion of the Sg. E. has been called for on
the subject. His opinion may be awaited before taking
any further action. If approved, the Sg. E. will be requested
to expedite his reply.

Signed for orders of A. V. V. The Sg. E. will be received
on the 7th inst if approved. The signature
8/1/17 was sent to him on 26th April 1917.

8/1/17

60/4/17
10.1.17

S. R.

61 Submitted with a dft. reminder, as directed.

8/1/17 15/1

Regd)

62 Issue
15/1

105308 d 22.1.17 To the S. R. 280.
Reminder.

G. R. S. III-2]

General and Revenue
Secretariat.

File No. 2 of 1915

Serial
No.

149

No. 19241-2 d. 21.2.17 From Mr. S. G. S.
776 With ref to St. 165 states that
the syllabuses appear to have been
condensed from American books and
require considerable adaptation to
local conditions, and that he will
place the whole subject before the
next meeting of the Commercial
School Committee for their
consideration.

43) The S. G. S. states that the subject
will be placed before the Commercial
School Committee. A further com-
munication from the S. G. S. con-
firming the views of the committee
in the matter may perhaps be
awaited.

S. G. S. 26/1/28

see

44) In information

D. M.
27/2

45)

has issued on 4/5/28

2/1/28

D. M.
1/3

6256
3616

G. R. S. III-2

General and Revenue
Secretariat.

File No. 2

of 1915

Serial
No.

169

Letter no. 27507/978, from the L.G.E.
forwarding a copy of the proceedings of the
Managing Committee of the Govt. Commercial
School, Bangalore, embodying their views regard-
ing the syllabuses for 'Advertising and Salesman-
ship' sent up by the Secretary, Education Comr.

46) The Committee are of opinion that the
syllabuses in 'Advertising' for Intermediate and
Advanced courses of study be adopted and the
subject be introduced as an independent one in the
two grades. The Committee also recommend
that arrangements may be made for the teaching of
the subject from the beginning of the next
academical year, the question of a teacher or
lecturer being settled in consultation with the
University authorities.

47) It is presumed that the L.G.E. who is the
President of the Committee is also of the same
opinion.

48) If approved, the L.G.E. will be asked to consult
the University authorities in regard to a teacher or
a lecturer and submit definite proposals for
teaching the subject from the beginning of the next
academical year.

Subj. orders.

24/5/18

19 Please put up as draft to

Mr. P. G.

23/5

NOTE—Contn. sheet.

330/15

Man
25/5/18

76-16/18

51 2nd appb

25/5/18

Serial
No.

172

No. 12317. D/22.6.18. to the D. Gov. Secy
Requests that the University authorities
may be consulted in the matter of
appointing a teacher or a lecturer in
teaching the Subj. Advertising and Sales
manship and definite proposals sent.
In introducing the subject for the Commercial
School. Being from the beginning of the next
Academic year.

173

No. A.C. No. 302. D/17. Aug. 1918. From the Secy.
Inwards Copy of letter from the Registrar,
Ug. University & requests the information be called
for therein may be furnished.
The Registrar requests to be informed
whether the Govt want the University to give
its advice in regard to the qualifications
reqd for a teacher in that Subj or whether
they want the University to suggest
any suitable names or to lend any
members of its staff.

In forwarding

23.8.1918

D/23/18

The file started with
the question subject suggested by the
Secy that a bursary may be given
a scholarship to study 'Advertising
and Business Management' in America

Serial
No.

52 The point now being dealt with in the file is the introduction of this subject in the Curriculum of the Commercial School Bangalore. The I. G. was asked to submit definite proposals for the introduction of this subject in the Curriculum this year. Instead of submitting definite proposals as to cost the I. G. has merely forwarded an enquiry by the Prof. Mysore University. A draft reply is put up for approval.

Secy B & A.

Recd
29/8

53 Have we not passed a resolution under the I.C.S. Scheme for Advertising and Salesmanship

A
30/8Recd
30/8

54

X
Flag J

The Scholarship for advertising has been sanctioned to Mr. R. Krishna Murthy & that for Salesmanship to Mr. G. V. Deswari.

The file to put up.

31/8

Recd
31/8/20

Draft to I. G. may keep

Recd
24/8Recd
24/8Recd
24/8

56/26 15
14
File No. 2 of 1915.Serial
No.

174

To the Insp. Genl. of R. S. No. 2885
D 1075/18

Requests him to submit a
detailed scheme with syllabus for
the introduction of "Advertising
& Sub-manufacturing" in the Commercial
Schools with information as to
(1) Qualifications necessary for the teacher
or lecturer (2) Scale of pay to be
paid (3) Cost for equipment & the
necessary particulars.

175

From the same No. 22 Dis
15388 with date 1/1/19 (Date 2/1/19)

Forwards a copy of the
resolution of the Managing Committee
of the Commercial School, No. 2885
stating that the course seems
warranted need not be opened for
the present.

176

5 of the Scholarships for the 2
have been granted under the
International Correspondence scheme
which may perhaps be renewed
from time to time if found
necessary. The Correspondence
on this subject may perhaps
be renewed for the present.

Secy B & A. 61/1/15
60/1/15
1912

5636.

15 16

R. S. III-21

General and Revenue
Secretariat.

EC

File No.

✓ of 1915.

Serial
No.

177

62 ✓

Draft recording is put up.

MR

20/2

✓

30/2 ✓

63 Issue

new

21/2

8.0 - no 8033 - 4 of 25 - 2 - 19

Records SL 176.

11/2
G. R. S. 26]

SUBJECT.....

17
16
ISSUE & COUNTER IT.
FOR FURTHER ACTION

Diary No. of letter replied to.....

Section E & A
File No. 2-15
Serial No. 687

General and Revenue Secretariat

()
, the

191

No. 3326/Sec 5.

Date of issue

11-1-16.

To
Mr. R. V. Kai Kiri.

Singh Sewing Machine Company,
~~Shop at~~ Ajmer,
(Rajpootana)

Signed by

Mr. K. Subba Rao.

Sir,

it would be possible
to award

In reply to your
letter of the 25th Dec 1915
(addressed to the Dewan)
enquiring if a state
scholarship to you to
enable you to proceed to
U.S. of America to

over.

1. 10/1/16

17
Specialise in "~~Adm~~ Advertising
and Business Management"

I am directed to inform
you that the Govt: ~~are~~ regret
~~the~~ their inability to ~~grant~~
your ~~request~~ request, as no
~~such scholarship is available~~

The enclosures to your
letter are returned herewith
~~as required by you~~

I have re
trg 8/11
70 Secy. Est

826
7.1.16

List of enclosures.

Copied by
Examined by

122
25/1/16
G. R. S. 26]

914
E.M. File No. 2-18
Serial No. 69

Diary No. of letter replied to

No. 3540.

General and Revenue Secretariat

()
, the 191 .)

To

Date of issue 26-1-16.

The Secy.
J 2 C. Committee
of the E. C.

Signed by Mr. K. Subba Rao.

Sir,

I am directed
to request you to be so
good as to state whether
effective arrangements
can be made for
training one or two of
our men in "Advertising
and Business Management"

over.

SUBJECT.

22
20

19
which form a recognised
branch of commercial
education in other countries.
The opinion of the Committee
may be kindly obtained
and a practical scheme
with full details as to cost &c.
may be submitted as early
as possible.

I have

WLS
21/1

A
Secy. E & A.
JL
19.1.16

WLS
20/1

Revised
Draft
9/19/11

List of enclosures

Copied by
Examined by

Fr. No 82
12-7-16.

G.R.S. 461

GPB-5,000-28-5-15

REPLY.

GOVERNMENT OF HIS HIGHNESS
THE MAHARAJA OF MYSORE.

GENERAL AND REVENUE SECRETARIAT.

No. 370, dated the 16-7-1916.

(E.D.)

No. 327, dated the 12th July 1916.

To

The Secy. & Co. Committee
of the Economic Con-
ference.

To

The Secretary to the Government of
H. H. the Maharaja of Mysore,
General and Revenue Dept.

SUBJECT.

Calls for a report of the
arrangements made in
connection with the
training of men in
"Advertising and
Business management."

SIR,

I am directed to invite attention to
the marginally noted

*No. 3540, dated 26-1-16.
W.D. 2-15-16
communication and
to request that the
Government of His
Highness the Maharaja may be informed,
in the column opposite, of the cause of
delay in furnishing a reply and of the ap-
proximate date on which reply may be
expected.

I am also to request that the reply
to this reminder may be sent not later
than the 20th instant.

I have, etc.

Yours faithfully

For Secy. & Co. A.

This subject was referred to
the Special Committee for
training people in crafts
and Industries, appointed
jointly by the Education
and Industrial committees.
A report of this Committee
was submitted to the Secretary
Economic Conference with his
office report No 2994 dated
31st May 1916.

* Previous reminders.

Changamanna Rao
Sahil

12/7/16

20/7
G. R. S. 26]

Diary No. of letter replied to

General and Revenue Secretariat

(
, the

191 . }

Date of issue.....

20.7.16.

Signed by.....

Mr. K. Subba Rao

P. U. D

To

The Secretary D.C.

Committee

With refce to his letter
N^o 327 dated 12th July 1916
stating that the scheme for
training one or two men in
"Advertising & Business
Management" was referred
to the Sub Committee for
training people in industries &
crafts, has the honour to
point out that the Sub
Committee's report does not
touch upon the ~~even~~ subject

SUBJECT

at all and to request
him to be so good as to
favour Govt with the definite

21/7/16

Copied by
Examined by

RECEIVED

List of enclosures

W. W. / 7
July 6, 1945
13

for offg

20

Recommendations of the JAC
to the committee on early date

19-19

SECTION *En*

EDUCATION IN MYSORE

S. A. L. No. 149

Edn. 15]

OFFICE OF INSPECTOR-GENERAL OF

No. 19741-2

776

Bangalore, 19th February 1917.

21

From

Rao Bahadur

M. SHAMA RAO, Esq., M.A.,

Inspector-General of Education in Mysore.

To

.....P.G.....D'Souza, Esq., B.A., B.L.,

*Secretary to the Govt. of H. H. the Maharaja of Mysore,**Education and Agriculture Department. S.*

Sir,

With reference to your letter No.4977/Edn.2-15-165 dated 2nd December 1916 regarding certain syllabuses for Advertizing and Salesmanship for the Intermediate and the Higher grades received from the Secretary, Education Committee and sent to me for opinion, I have the honour to state that these syllabuses appear to have been conjointly drawn up by the Head Masters of the Commercial Schools at Mysore and Bangalore. For want of this information much time was lost ⁱⁿ calling for the opinion of these two officers.

The syllabuses appear to have been condensed from American books and require considerable adaptation to local conditions. I shall place the whole subject before the next meeting of the Commercial School Committee for their consideration.

I have the honour to be,

Sir,

Your most obedient servant,

M. Shama Rao

Inspector General.

TNR.

No.

742
See 1

GEN. & REV. SEC.
VI
25 AUG 1916

MYSORE ECONOMIC CONFERENCE
INDUSTRIES AND COMMERCE COMMITTEE,
"BEDFORD HOUSE"

24

25

Bangalore, 24th August 1916.

DIARY No. 1121

FROM

C. RANGANATHA RAO SAHIB, Esq., B. A., B. L.

Secretary, Industries & Commerce Committee.

19-19
SECTION
FILE
SERIAL No.

18

Previous.
Subsels obtained

P. G. D'Souza, Esq., B. A., B. L.,

Secretary to Government, Departments of Education
and Agriculture, Bangalore.

Sir,

With reference to your letter No. 710/Edn. 2-15 dated the 20th July 1916, requesting to send a definite recommendation of the Committee in the matter of training men in Advertising and Business Management, I have the honour to enclose an extract from the Proceedings of the 48th meeting held on the 29th July 1916, on the subject.

I have the honour to be,

Sir,

Your most obedient servant,

Changamanna Rao Sahib

Secretary.

25
26

Proceedings of the 48th meeting of the Industries and Commerce Committee of the Mysore Economic Conference, held at First Member's Council Chamber, on Saturday the 29th July 1916 commencing from -
1 30 P. M.

x

x

x

x

Advertising and Business Management:-- It was elicited that this was one of the subjects taught in the Commercial School, Bangalore. The Committee were of opinion that the subject was an essential - course of study for a student of Commerce.

x

x

x

x

" Extract ".

Changanahalli Rao Sastri

Secretary, Industries and Commerce Committee.

2119
G. R. S. 26]

Diary No. of letter replied to

General and Revenue Secretariat

()
, the 191 .

Date of issue..... 23-9-16.

Signed by *Mr. K. Subba Rao*

26 27
Suo

For File No. 2-15-

Serial No. 1

Do No. 2426.

To

Mr. M. Subramanyam,

There is a proposal
of ~~instituting~~ ^{introducing} a scheme for training
to ~~have~~ ^{have} one or two men
in "Advertising & Business
management." It is under-
stood that the subject is
not at present included
in the course of studies in
our ~~the~~ Commercial Schools.
The Secy. & A would be glad to discuss this
~~I should like to have~~
~~subject with you~~
~~to go on the subject if~~
you could make it convenient
over.

SUBJECT.

27
1/1 ^{note} him ~~my~~ as early as ~~convenient~~
to see ~~me~~ this week.

437
Yours L. J.

1421/9

List of enclosures

Copied by

Examined by

30

A SYLLABUS FOR "ADVERTISING".

B.O.

No 2213.



29 28
12 12

Education Committee,
Mysore Economic Conference,
Bangalore, 8th December 1916.

Dear Sir,

I beg to forward herewith the enclosed draft syllabuses for 'Advertising and Salesmanship' as called for by you in connection with your D.O.No.2426 dated the 23rd September 1916. I have had them drawn up first by the two Head-masters of Government Commercial Schools and then I revised them making a few alterations and additions.

The subject cannot be introduced into the Elementary Grade of Commercial courses. I have, therefore, submitted syllabuses for the Intermediate and the Higher grades.

DIARY No. 955

10-10
To 2-13
11.11

Yours sincerely,

Secretary.

P. G. D. Souza, Esq., B.A., B.L.,
Secretary, Mysore Economic Conference,
Bangalore.

SK

Good and bad advertising illustrated:

How long should advertisement be done?

Should local merchants advertise manufactured goods?

General observations.

P. G. D. Souza

-2
41 30

A SYLLABUS FOR "ADVERTISING".

Intermediate Grade.

Definition and description of Advertisement:

What is an advertisement; Can a new article be placed on the market without advertisement?

Reasons for Advertising:

(1) The new article (2) good will of the public (3) to create sales.

Classification of Advertisement:

Classified as to medium: Newspaper, Magazine, Bill Board, Street Car.

-do-	place	(1) local or national.
-do-	method	(1) electric sign, (2) parades,
		(3) sandwiched men, (4) mail orders & Cards, letters, circulars, catalogues.

Mediums of Advertising:

(1) General magazines and periodicals, (2) newspapers, (3) professional journals, (4) trade papers, (5) catalogues, (6) handbills, (7) hoardings on railway station walls, (8) advertising novelties sample, (9) advertisements at exhibitions, (10) window dressing.

Style or form of advertising:

Consideration of effects on the buyer's or consumer's mind.

Catching attention and creating interest with reference to age, sex and class differences.

Display: (1) Illustrated, (2) expository - explanation of use of commodity by means of words Buyers, (3) irregular borders to catch the eye.

T e x t:

(1) Literary, (2) slang, (3) big fact, (4) jingle.

The advertising Campaign:

Study of conditions (1) The article itself (2) Possible buyer or customer, (3) Trade conditions, (4) Seizing an event to advertise a particular ware.

Good and bad advertising illustrated:

How long should advertisement be done?

Should local merchants advertise manufactured goods?

General observations.

V. Subrahmanyam

3
31

-----:0:0:-----

SYLLABUS FOR A HIGHER COURSE OF ONE YEAR IN ADVERTISING.

I. The Psychology of Advertising.

- (1) Memory and how to develop it by repetition, intensity, association and ingenuity. The principles applied.
- (2) Appealing to customers through their feelings:- beauty, sympathy, and the instinct to preserve and further the material positions.
- (3) Advertisement is a kind of suggestion; application to advertising by adequate description of goods, the method of securing goods, the feeling of worth, etc.
- (4) Catching and holding attention creating interest, fixing impressions with reference to age, sex and class.

II. Advertising in old days, complexity of Advertising.

III. The basic principles of advertising.

Advertisement compared with salesmanship; essentials of salesmanship; the place of humour in advertising.

Essentials of a telling advertisement.

IV. Methods of advertising discussed in detail.

- (i) Local Press Advertising; In directories, year books, etc., Newspapers, Journals, etc.
- (ii) On hoardings, Railway Stations, Inside Trains, Trams, Buses, etc.
- (iii) By competitions, Premium schemes.
- (iv) By advertisement novelties.
- (v) By catalogues, Booklets, Letters.
- (vi) Letter Headings, Labels, etc.
- (vii) Show cards, window tickets.
- (viii) Window displays.
- (ix) Samples.
- (x) Speciality advertising. Moving pictures, parades, signs, exhibitions, cinema shows, music, entertainments in large department shops and their value.

V. Topical Advertising:

Utilising events of the moment, e.g., War to advertise Red Cross Pain Balm.

VI. Typographical matters:

Description of type, solid and leaded matter, origin of "leading article", sizes of types, technical names, table of sizes, figures,

figures, machanical type setting machines.

VII. Illustrated advertisement:

Preparation of blocks. Artists and their methods, wood engraving, photo engraving, line blocks, half tones, lithography, etc.

VIII. The problems of the manufacturer, the whole-saler and the brokers and the retailers in regard to advertisement.

IX. Ethics of Advertisement and laws of advertisement.

X. Mail Order Advertising. Circulating, specimen letters, follow-up letters, shopping by post, cutting out the advertisement - Coupen, etc.,

-----:0:-----

TEXT BOOKS RECOMMENDED.

Advertising that Tells, by C. Mares.

'Principles of Advertising' by Starch.

'Modern Advertising' by Calkins and Holden (Appleton).

'Advertising and Selling' by Hollingworth.

REFERENCE BOOKS.

Modern Business Practice Vol. I	~~Spence~~	
Science and Art of Advertising		
Money Making by Advertisement Writing by Castarede		10/6.
Pushing Your Business by Macgregor		
The Business of Advertising (Melhuen & Co.)		2/6.
Powell's Practical Advertiser		
Secrets of the Mail Order Trade by Sawyer Publishing Co.		
Theory of Advertising by Scott.		
The Art of Advertising by Browne		3/6.
Psychology of Advertising by Scott.		
Intensive Advertising. Reason why Advertising by Kennedy.		

MAGAZINES DEVOTED TO ADVERTISING.

Advertising Agent, New York -	Monthly.
Advertising World, Columbus O.	Monthly.
Profitable Advertising, Boston.	

G. R. S. 26]

33
31/2
E.M. File No. 2-15

Serial No. 165

Diary No. of letter replied to

No. 4977

General and Revenue Secretariat

To

()
, the 191 .)

Enc 1.
The Lg. of Education.

Date of issue.....

26/10/16 Sir,

Signed by.....

M. P. Mahudra

I am directed to forward herewith copy of Syllabuses for 'Advertising and Salesmanship' for the Intermediate and the Higher grades, received from the Secretary, Education Committee and to request you to be so good as to favour Govt with your opinion on the subject.

I have to

M. P. Mahudra
Secretary to Govt

EX-11

over
18/11/16

16/11/16

SUBJECT.

G.R.S. III-3]

Routine Notes.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

SEC	Con
	2-15
	8-3-16
SERIAL No. 866	

No. 2496

"RINGWOOD."

Education Committee,

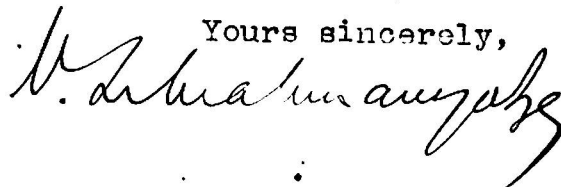
MYSORE ECONOMIC CONFERENCE.

Bangalore, January 3, 1917.

Dear Sir,

In continuation of my D.O. No. 2213 dated the 8th December 1916, I beg to propose that a class for teaching 'Advertisement and Salesmanship' may be ordered to be opened in the Governmental Commercial School, Bangalore, as we have now got an additional hand, Mr. Srikantiah. The syllabus is ready and the teacher also.

Yours sincerely,



P.G.D'Souza, Esq., B.A., B.L.

N.B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

6256. 35
83

WD A02302--GPB--2,000--14-2-18

Edn. 133]

Tel. Address:—Education, Bangalore.

Postal Address:—Post Box No. 8.

Em
2-15
169.

No. 27507
978

OFFICE OF THE INSPECTOR-GENERAL OF
EDUCATION IN MYSORE,
Bangalore.....17th M a y 1918.....

03104

FROM

C. R. REDDY, Esq., M.A.,

Offg. Inspector-General of Education in Mysore.

To

P. G. D'Souza, Esq., B.A., B.L.,
Secretary to Government,
Departments of Education
and Agriculture,
Bangalore.

SIR,

With reference to your letter No.4977/Edn.2-15-165 dated 26th December 1916 regarding the syllabuses for "Advertising and Salesmanship" received from the Secretary, Education Committee and subsequent reminders thereon, I have the honour to inform you that the subject was placed before the Managing Committee of the Government Commercial School, Bangalore, of which the Inspector General is the President. A copy of their proceedings embodying their -- views on the question is herewith submitted for the information of Government.

I have the honour to be,

Sir,

Your most obedient servant,

C. R. Reddy
offg. Inspector General.

DKR/17-5.

36
84

PROCEEDINGS OF THE GOVERNMENT COMMERCIAL SCHOOL
COMMITTEE HELD ON TUESDAY, THE 14th AUGUST 1917 AT 6 P. M.,

RESOLUTION NO. 4.

Read letter No.19741-2/698 of the 19th February last from the Inspector General of Education forwarding a file of papers relating to the Syllabuses for Advertising and Salesmanship.

Observed that no syllabuses in Salesmanship were found enclosed and resolved that the Syllabuses in Advertising for Intermediate and Advanced courses of study be adopted and the subject be introduced as an independent one in the two grades.

Arrangements may be made for the teaching of the subject from the beginning of the next academical year, the question of a teacher or lecturer being settled in consultation with the University authorities.

(Signed) K.A.Krishnaswami Iyer.

SECRETARY.

"C O P Y" 148


Offg. Inspector General.

SUBJECT.....

Diary No. of letter replied to .. 6256

Section. *Gen*

File No. 2-15

Serial No. *172*

GENERAL AND REVENUE SECRETARIAT

()
the 191 .

No. 12317.

Date of issue..... 22-6-18.

To

The L.G.C.

Signed by *Jas. P. M.*

Sir,

With reference to your letter no. 27507/978 dated the 17th May 1918, forwarding copy of proceedings of the Managing Committee of the Govt. Commercial School Bangalore, regarding the introduction of ^{and salesmanship} Advertising as an independent subject in the Commercial School, I am directed to request you to be so good as to consult the University authorities in regard to a teacher or a lecturer as -

over.

1916

Suggested by the Committee and to
 Submit definite proposals for introducing
 the subject from the beginning of the
 next academic year.

m
 15/6

m
 25/11

I have

Secretary to Govt
 Dept of Edu & Agri.

2/11
 25/5

25/5/10

List of enclosures.

Copied by
 Examined by

Edn. 13

12570

Tel. Address:—Education, Bangalore.

Postal Address:—Post Box No. 8.

39 1535 37

WD A02202—GPB—2,000—14-2-18
SECTION <i>ES</i>
CULT. NO. <i>2-65</i>
SERIAL NO. <i>623</i>

No. *A.C. 302*

OFFICE OF THE INSPECTOR-GENERAL OF
EDUCATION IN MYSORE,

Bangalore...17th August 1918.....

recd
20/8

FROM

C. R. REDDY, Esq., M.A.,

Offg. Inspector-General of Education in Mysore.

TO

P.G. D'Souza, Esq., B.A., B.L.,
Secretary to the Government of
His Highness the Maharaja of Mysore,
Departments of Education & Agriculture,
Bangalore.

SIR,

With reference to your letter No.12317/Edn.2-15-172 dated 22nd June 1918, I have the honour to forward a copy of letter No. 402 dated the 11th July 1918 from the Registrar, Mysore University, and to request that the information called for may be kindly supplied at an early date.

I have the honor to be,

Sir,

Your most obedient servant,

[Signature]

Deputy Inspector General,
For Inspector General,
(Absent from station).

DKR/17-8

30/40

Copy of letter No.402 dated 11th July 1918 from the Registrar, Mysore University, to the Inspector General of Education in Mysore, Bangalore.

With reference to your letter No.218/115 dated the 3rd instant in regard to the introduction of "Advertising and Salesmanship" as an independent subject in the Commercial School, Bangalore, I am directed to request that you will be so good as to inform me whether the Government want the University to give its advice in regard to the qualifications required for a teacher in that subject or whether they want the University to suggest - any suitable names or to lend any member of its staff.

The file of papers received with your letter under reference is returned herewith.

"C o p y"

Handwritten signature
Deputy Inspector General,
For Inspector General,
(Absent from station)

DKR/17-8

Diary No. of letter replied to

No. 2289

General and Revenue Secretariat

()
, the

191

To

The J. R. E.

Date of issue 10-9-18

Signed by J. R. E.

Sir:

Referring to your letter N^o. A. C. 302 dated the 17th August 1918 forwarding a copy of letter N^o. 402 dated 11. 7. 18 from the Rep^y Mysore University enquiring what infⁿ is required in connection with the appointment of a teacher for teaching the teaching Advertising at Sakrament

over.

SUBJECT.

42
I am directed to invite your attention to this office letter

N^o. 12317 dated 22-6-18

calling for definite proposals for the introduction of the

Subject in the Commercial

Schools. The proposals should

comprise the following information:

(1) the qualifications necessary for the teacher or lecturer.

(2) the scale of pay to be ^{fixed} adopted therefor.

(3) the cost of books, equipments and Contingencies in connection with the ~~opening~~ introduction of the subject.

List of enclosures,

(4) ~~suggestions regarding~~ a list of names suggested for the appointment

(5) other necessary particulars.

A detailed scheme with the Syllabuses proposed may be submitted early.

Copied by

Examined by

I have etc. GPB-25,000-43-18

Ret
22/8.

H
5/8/18

Edn. 132]

OFFICE OF INSPECTOR-GENERAL OF EDUCATION IN MYSORE.

No. D2 Dis. 185
Encs. 1

Bangalore, 12th February 1919.

2-15

175

58743

C. R. REDDY, Esq., M.A.,

~~Office~~ Inspector-General of Education in Mysore.

To

P.G. D'Souza, Esq., B.A., B.L.,

Secretary to the Govt. of H. H. the Maharaja of Mysore,

Departments of Education & Agriculture,

Bangalore.

SIR,

With reference to your letter No. 2289/Edn. 2-15-174 dated 10th September. 1918 calling for definite proposals for teaching "Advertising and Salesmanship" in the Commercial Schools and subsequent reminders, thereon, I have the honour to inform you that the subject was placed before the Managing Committee of the Government Commercial school, Bangalore held on the 1st instant and it was resolved in the meeting that the courses for Advertising and Salesmanship recommended by the Education Committee ^{read} ~~and~~ not be opened for the present. A copy of the resolution of the Committee is herewith submitted for the information of Government.

I have the honour to be,

Sir,

Your most obedient servant,

C. R. Reddy
Inspector General.

MJA 12/2

44 62

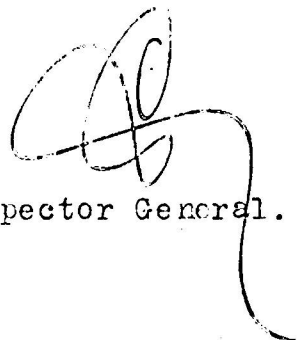
PROCEEDINGS OF THE GOVERNMENT COMMERCIAL SCHOOL,
BANGALORE.

held on the 1st February 1919.

RESOLUTION No. III.

Resolved that it is not desirable, at present, to introduce "Advertising and Salesmanship" into the Curricula of Commercial Schools.

PH "C O P Y".


Inspector General.

22/2
G.R.S. VI-71]

SUBJECT.....

Diary No. of letter replied to.....

General and Revenue Secretariat

, the

191

Date of issue..... 25-2-19

Signed by..... M. J. G. Ramisera

May this be

- i Printed?
- ii treated as a standing order?
- iii published in the Gazette
English part?
- iv translated?
- v placed at the disposal of the press?
- vi published in the Gazette
Kannada part?

45 43.
Section Edn
File No. 2-15
Serial No. 176

Proceedings of the Government of
His Highness the Maharaja of Mysore.

Read.—

Come forward under
with Letter No 22 89/Edu 2-15-174
dated 10th September 1918 from the
~~Secretary to Government, Depart-~~
~~ments of Education and Agriculture,~~
to the J.G. of Education calling
for a detailed Scheme with
syllabus for the introduction
Order Thereon: No. of "Advertising
and Salesmanship" in Commercial
Schools with information as to
qualifications necessary for the

over.

Teacher or Lecturer ii Scale of pay
to be fixed iii Cost of equipment and
Other necessary Particulars.

2 Letter No D₂ No 1558 dated the
12th February 1919 ^{from the Director of} forwarding copy
of resolution of the managing
Committee of the Commercial
School, Bangalore, stating
that the course recommended
need not be opened for the
present.

Order there on - 8035-1

Recorded .

Wid
21/2
Secretary to Govt.
Dept of E & A.

List of enclosures.

To

The I.G. of Education
.. Dy. - L^r Committee

Copied by

Examined by